PHILIP MORRIS U.S.A.

INTER - OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: · Mr. H. Foster

Date: April 23, 1982

From: · Karen Eisen

Subject: · Northwind Ad/Pack Test Cell 5

The Market Research Department will be conducting Cell 5 of the Northwind ad/pack test during the first week of June. As you know, this coincides with the arrival of Northwind into test market.

A total of 400 king-size menthol smokers will be interviewed, of which 75% of the sample will be white and 25% black. These interviews will be conducted in four markets: Atlanta, Detroit, Los Angeles and Suburban New York. Qualifying respondents will be given an ad along with one pack of Northwind to take home and smoke. Two days later, smokers will be called and asked their opinion of the product. For comparison purposes, the areas of questioning will be very similar to past Northwind ad/product tests; but if there are any additional questions that you would like added, please let me know.

Herb, I will be needing 500 ads for this study, but prior to ordering them please pass a copy down to our department.

Karen

KE:mb

CC: J. Bonhomme
R. Fitzmaurice
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Source: https://www.industrydocuments.ucsf.edu/docs/kjpj0004